

Criteria Menu #5

Participate in the Truth From Youth Advertising Contest.



Definition: The Truth From Youth Advertising Contest gives all fourth and fifth grade students the opportunity to create a radio ad, TV ad, or billboard/poster ad that convinces youth or adults not to smoke or chew. To complete this criterion students must create ads and submit them to Crowell Advertising.

Resources

Contest Information

www.fighttheugly.com

Contest runs approximately between October and March.

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Send Entries to:

Crowell Advertising
175 South Main, Suite 1500
Salt Lake City, UT 84111

Utah Dept. of Health

Addy Moreno
801-538-6177
admoreno@utah.gov



Assignments

School Coordinator Assignments

- Decide which fourth and fifth grade classrooms will participate
- Determine how the contest will be held at your school
- Send all 4th and 5th grade entries to Crowell Advertising to be entered into the statewide contest.

Mentor Assignments

- Judge which contest entries will be school winners.
- Submit all contest entries from 4th and 5th grade to Crowell Advertising for the statewide contest. Remember to also submit the appropriate entry forms. See <http://youthagainsttobacco.com/adContest/index.html>
- Write a description for the mid-year and end-year reports



Criteria Menu #5 Ideas

- Display posters that promote the statewide contest in the halls.
- Have students act out their television ads.
- Make a graffiti wall (with butcher paper) where students could write anti-tobacco messages.
- Coordinate a competition between classes or grades for the most entries.
- Involve faculty members such as the art teacher to help promote the program.
- Award a prize for “Best in School”



Truth From Youth Description Template

A description must include specific details describing how the school completed the criteria. If you are writing a description for criteria that the school achieved in previous years please include a description of what the school is doing **this year** to maintain that level not what they did in previous years.

A Gold Medal Schools description does not require an Intent, Rationale, Reinforcement or the principal's signature. Use this template to write your description (all information is required).

A sample description for this criterion is provided on the next page.

The description must include...

- ☐ The number of classrooms or students that participated in the ad campaign
- ☐ A description of any education the students received or other events that accompanied the ad contest



Truth From Youth Description

The fourth grade classes at Green Meadow Elementary participated in the Truth From Youth Ad Campaign. Before the students created their ads they were told about the contest and taught the dangers of tobacco and the importance of staying tobacco-free. Then students were given time to create his or her own TV, radio, or poster/billboard ad. Students and teachers chose a winner for each ad category from each grade level. All ads created by 4th and 5th grade students were then submitted to Crowell Advertising for judging in the final statewide contest. Winners from each grade received tobacco incentives. All entries were displayed in the hallways of the school to promote tobacco use prevention.